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Tag: long-run-destinations

## Long May You Run

19 June 2010 - *Online exclusive*

**How a new collection of 'Global Ecosphere Retreats' can enable you to enjoy the high life and support conservation at the same time**



TAHI BEACH RESORT - NEW ZEALAND

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Though it cannot hope to compete with the attention focused on South Africa, the Laikipia & Beyond Unity Cup, taking place in Kenya, may in the long run prove just as important.

The purpose of the Laikipia tournament is to create unity and understanding amongst the diverse communities of the Laikipia region of central Kenya, and to raise awareness of environmental issues amongst Kenyan youth. Organized by the Zeitz Foundation, which was established in 2008 by German entrepreneur Jochen Zeitz, it is being supported by the United Nations Environment Programme as part of its efforts to draw attention to 2010 being the 'International Year of Biodiversity'.

Nobody is under any illusions that a few football matches are going to change the world overnight, but it's a step in the right direction, and long-term thinking is at the heart of the Zeitz Foundation's philosophy. Based at Segera, a 20,000-hectare estate in the middle of the Laikipia Plateau, the Foundation's mission is to promote sustainable, ecologically and socially responsible projects around the world that contribute to a vision of our planet being maintained in the healthiest possible state, for the mutual benefit of all.



#### NIHIWATU RESORT - INDONESIA

The Laikipia football tournament is an offshoot of the Foundation's flagship initiative, known as 'The Long Run', which aims to foster long-term change by demonstrating that sustainable ecosystem management can deliver a healthy balance between conservation, commerce and the cultural and other needs of local communities.

Where things get really interesting for readers of this esteemed organ, with their eye for the finer things in life, is that The Long Run is founded on a group of nine so-called 'Global Ecosphere Retreats' around the world, all of which have been carefully selected for their commitment to the above principles. Ranging from the savannah plains of Segera to the hills of Costa Rica and a remote island of Indonesia, for the discerning and conscientious traveller these Long Run Destinations (LRDs) represent a happy combination of a top-quality travel experience with a genuine commitment to better ways of doing things.



## LAPA RIOS - COSTA RICA

All of the initial nine Long Run Destinations (which in due course will be joined by others) are areas of privately managed land of high conservation value, whose owners are committed to the preservation or restoration of the landscapes in which they are set. In order to qualify as a Long Run Destination, each of them has had to undergo a rigorous certification process to get the Zeitz Foundation's Global Ecosphere Retreat seal of approval. The certification system includes regular independent reviews to ensure that best practices in sustainability are adhered to. In short, Long Run Destinations have raised the bar for sustainable tourism and given meaning to words that are bandied around all too loosely in the travel industry these days. Many places claim to be eco-friendly but LRDs are the real deal.

So now you know that there are places of outstanding natural beauty where you can satisfy your wanderlust and live in great style, all with the added satisfaction of knowing that your tourist dollars are supporting pioneering establishments that really walk the walk rather than just talking the talk when it comes to environmental sustainability. Admittedly, getting to these places will for most people involve air travel, but if you offset the emissions from your flight then you can feel even more virtuous.



## TAHI BEACH RESORT - NEW ZEALAND

Long Run Destinations include Nihiwatu Resort, on Sumba Island in remote eastern Indonesia, where world-class fishing, surfing and diving, or just lazing on a two-and-a-half-kilometre private beach, are among the activities available. Choose Lapa Rios Rainforest Ecolodge in Costa Rica and you can enjoy a 900-acre private nature reserve and views over the Pacific Ocean while contributing to the preservation of Central America's last remaining lowland tropical rainforest. Or there's Tahī Beach Resort on the North Island of New Zealand, where you can kayak on the estuary, hike secluded forest trails and watch birds in the restored wetlands.

Every one of us can contribute to a healthier planet by making sustainable choices. Consumer power can change the world. So next time you're planning a well earned escape, consider beating a path to the door of a Long Run Destination. By doing so, you'll be supporting the conservation and restoration of valuable ecosystems, as well as a model of tourism that gives more than it takes.

[Long Run Destinations](#)

*- Ronald Asprey is an author and freelance journalist*

Tags: [Global Ecosphere Retreats](#), [Long Run Destinations](#), [United Nations Environment Programme](#)